

CLAIMS

What is claimed is:

1. A process, comprising the steps of:

- sending purchase information for an asset from a client machine to a server;
- sending a ticket from the server to the client machine, the ticket comprising an asset ID corresponding to the asset;
- sending a request for the asset using the asset ID;
- sending the asset from the server to the client machine in response to the received asset ID;
- sending a license request from the client machine to the server, the license request comprising an asset key and usage rights associated with the purchased asset;
- sending a license from the server to the client machine; and
- sending an acknowledgement of receipt of the asset and the license from the client machine to the server.

2. The process of Claim 1, further comprising the steps of:

- saving the asset to an asset store at the client machine;
- attaching machine characteristics to the license; and
- securely storing the license.

3. The process of Claim 2, wherein the machine characteristics comprise a unique identifier associated with the client machine.

4. The process of Claim 2, wherein the machine characteristics comprise a unique machine fingerprint associated with the client machine.

5. The process of Claim 2, further comprising the step of:

- launching a digital content player to play the asset at the client machine.

6. The process of Claim 5, wherein the digital content player allows usage of the asset on the client machine if the if the asset key and the usage rights associated with the purchased asset are present in the client machine.

7. The process of Claim 6, wherein the allowed usage of the asset is determined by the usage rights associated with the purchased asset.

8. The process of Claim 5, wherein the digital content player prevents usage of the asset on the client machine if the if the asset key and usage rights associated with the purchased asset are absent from the client machine.

9. The process of Claim 1, wherein the asset comprises any of a song, an album, a video, a movie, and a video game.

10. A digital content store system established across a network to a plurality of client machines, comprising:

- a plurality of encrypted assets located at a server connected to the network;

- a plurality of access keys uniquely associated with each of the encrypted assets;

- available usage rights associated with each of the encrypted assets;

- means for selectable purchase for at least one encrypted asset at the client machines, wherein upon a purchase transaction between a client machine and the server, the purchased asset, the asset key associated with the asset, and the corresponding usage rights are sent to the client machine; and

- means for binding the sent usage rights to the receiving client machine;

- wherein the encrypted asset is enabled by the asset key to be used at the client machine only if the machine-bound usage rights are present at the client machine.

11. The system of Claim 10, wherein usage comprises playing the enabled asset.

12. The system of Claim 10, wherein usage rights are updated based upon a playing of the enabled asset.

13. The system of Claim 10, wherein usage comprises burning the enabled asset to a medium.

14. The system of Claim 13, wherein usage rights are updated based upon a burning of the enabled asset.

15. The system of Claim 10, wherein usage comprises loading the enabled asset to a digital content player.

16. The system of Claim 15, wherein usage rights are updated based upon a loading of the enabled asset to the digital content player.

17. The system of Claim 10, wherein the encrypted asset comprises any of a song, a playlist, a movie, and a video game.

18. A controllable asset system between a client machine and a content store across a network, comprising:

- an encrypted asset located at the client machine;

- an asset key associated with the encrypted asset;

- usage rights associated with allowed use of the asset; and

- a license bound to the client machine and associated with the usage rights;

- wherein the asset key is conditionally usable to decrypt the encrypted asset only if the machine bound license is present at the machine, and if the use is allowed by the usage rights.

19. The system of Claim 18, wherein the usage rights comprise a burn count.

20. The system of Claim 19, wherein further use of the asset at the client machine is allowed only if the current burn count is confirmed to be acceptable at the content store.

21. The system of Claim 19, wherein further use of the asset at the client machine is allowed only if the current burn count is confirmed to be acceptable at the client machine.

22. A process, comprising the steps of:

- receiving at least one digital asset;

- encoding each of the received digital assets;

- encrypting the encoded digital assets;

- generating an asset key associated with the encrypted encoded digital assets;

- establishing usage rights for the encrypted digital assets;

- authorizing the usage rights of at least one of the encrypted digital assets for a user at a client machine;

- sending the authorized encrypted digital asset, the asset key, and the usage rights to the authorized client machine;

- binding the usage rights to the authorized client machine;

- securely storing the usage rights at the authorized client machine;

- providing authorized usage of the encrypted digital asset with the asset key; and

- if usage rights are affected by the authorized usage, updating the usage rights.

23. The process of Claim 22, wherein the digital asset comprises any of a song, a playlist, a movie, and a video game.

24. The process of Claim 22, wherein the authorized usage rights comprise play of the encrypted digital asset on the authorized client machine.

25. The system of Claim 24, wherein the authorized usage rights are updated based upon a playing of the encrypted digital asset.

26. The system of Claim 22, wherein the authorized usage comprises burning the encrypted digital asset to a medium.

27. The system of Claim 26, wherein the authorized usage rights are updated based upon a burning of the encrypted digital asset.

28. The system of Claim 22, wherein the authorized usage comprises loading the encrypted digital asset to a digital content player.

29. The system of Claim 28, wherein the authorized usage rights are updated based upon a loading of the encrypted digital asset.